

**ABSTRACT OF THE DISCLOSURE**

The present invention generally provides a method for increasing the dispersibility of a cationic molecule of interest through the ion exchange of the cationic molecule onto the surface of a substrate having a high surface area. The present invention further provides for the resulting compositions whereby a cationic molecule of interest has been incorporated onto the surface of a high surface area substrate and where the resulting cation/substrate (such as a cation/organoclay) composition experiences greater dispersibility in a target application system than the cationic molecule of interest alone experiences in that same application system. The method of the present invention further serves to substantially reduce the water solubility of the cationic molecule of interest by incorporating it into a high surface area substrate such as an organoclay. Also, the method of the present invention serves to improve the efficacy of the cationic molecule of interest.